Permit #F00020517

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00020517 **Type of Permit:** FILMING **Release Date:** 09/30/2009

Production Company HELLO & CO

Insured Company Name HELLO & CO
Contact Phone No. 1 323-465-9494
Contact Phone No. 2
Fax 323-465-4203
Address 1641 N IVAR AVE
LOS ANGELES, California 90028

Production Title AD COUNCIL

Type of Production Commercial - PSA

Producer not available

Director Jacobs Briere

1st AD Ed Walsh

Production Manager Kim Pinola

FilmL.A. Coordinator Roberto Martinez

Location Manager Sharon Herring
Primary Phone Mobile - 310-926-3700
Secondary Phone Office - 323-465-9494

Location Assistant not available
Primary Phone Office - 323-465-9494
Secondary Phone

Fees

Posting 300	$104.00
Posting 900	$78.00
Posting 1200	$104.00
Notification Charge	$1,030.00
FILMLA MODIFIED PERMIT APPLICATION FEE	$50.00
LA CITY LANE AND STREET CLOSURE FEE	$312.00
LA CITY FIRE SAFETY OFFICER	$320.00
FILMLA MONITOR FEES	$240.00

Total Permit Fee $2,238.00

Number of Locations 8

NOT A PERMIT

Permit #F00020517

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1201 W. 5th Street, Suite T-800
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Summary Information — Location

Location 1 of 8

Permit Number F00020517
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title AD COUNCIL

Location Manager Sharon Herring
Primary Phone Mobile - 310-926-3700
Secondary Phone Office - 323-465-9494

Location Address E 3rd St & S Hewitt St, Los Angeles, CA, 90013

Location Names

Location Type Sidewalk

Location Description

Film Dates 10/1/2009 - 10/1/2009 06:00 - 12:00

Open or Closed to the Public Open

Generic Conditions
Equipment vehicles may park on one side of street
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.

Please see attached documents
IAVA501c3 Determination Letter.pdf
501-c.pdf
sharon smithe hello letter047.pdf
Arts District Guidelines Revised April 29 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	60
Cube Trucks	4
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	15
Crew	50
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); walk and talk;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note SURVEY WAIVED PER JONATHAN GERALD - ART'S DISTRICT REPRESENTATIVE

Parking

Base Camp
Location Type : Private Parking Lot
Street : 723 E 2nd st

Crew Parking
Location Type : Private Parking Lot
Street : 723 E 2nd st

Posting "No Parking" signs B/S 3RD ST.,HEWITT ST - EAST 75'

Approximate Footage 0 - 300 **Log Number** 1004591

Date(s) 10/1/2009 to 10/1/2009 **Time(s)** 06:00 to 15:00

NOT A PERMIT

Permit #F00020517

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Summary Information — Location

Permit Number F00020517
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title AD COUNCIL

Location Manager Sharon Herring
Primary Phone Mobile - 310-926-3700
Secondary Phone Office - 323-465-9494

Location Address E 2nd St & S Hewitt St, Los Angeles, CA, 90012

Location Names

Location Type Sidewalk

Location Description

Film Dates 10/1/2009 - 10/1/2009 06:00 - 12:00

Open or Closed to the Public Open

Generic Conditions
Equipment vehicles may park on one side of street
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.

Please see attached document Arts District Guidelines Revised April 29 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	60
Cube Trucks	4
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	15
Crew	50
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); walk and talk;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Private Parking Lot
Street : 723 E 2nd st

Crew Parking
Location Type : Private Parking Lot
Street : 723 E 2nd st

Posting "No Parking" signs B/S HEWITT ST.,2ND ST - SOUTH 50'

Approximate Footage 0 - 300 **Log Number** 1004592

Date(s) 10/1/2009 to 10/1/2009 **Time(s)** 06:00 to 15:00

NOT A PERMIT

Permit #F00020517

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Location 3 of 8

Permit Number F00020517
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title AD COUNCIL

Location Manager Sharon Herring
Primary Phone Mobile - 310-926-3700
Secondary Phone Office - 323-465-9494

Location Address E 2nd St & S Vignes St, Los Angeles, CA, 90012

Location Names

Location Type Intersection

Location Description

Film Dates 10/1/2009 - 10/1/2009 06:00 - 12:00

Open or Closed to the Public Open

Generic Conditions Equipment vehicles may park on one side of street
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.

Please see attached document Arts District Guidelines Revised April 29 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	60
Cube Trucks	4
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	15
Crew	50
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); walk and talk;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Private Parking Lot
Street : 723 E 2nd st

Crew Parking
Location Type : Private Parking Lot
Street : 723 E 2nd st

Posting "No Parking" signs S/S 2ND ST.,VIGNESS ST - WEST 100'
N/S 2ND ST.,VIGNESS ST - WEST 50'

Approximate Footage 0 - 300 **Log Number** 1004593

Date(s) 10/1/2009 to 10/1/2009 **Time(s)** 06:00 to 15:00

NOT A PERMIT

Permit #F00020517

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00020517
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title AD COUNCIL

Location Manager Sharon Herring
Primary Phone Mobile - 310-926-3700
Secondary Phone Office - 323-465-9494

Location Address W Temple St & N Fremont Ave, Los Angeles, CA, 90012

Location Names

Location Type Sidewalk

Location Description

Film Dates 10/1/2009 - 10/1/2009 09:00 - 15:00

Open or Closed to the Public Open

Generic Conditions Equipment vehicles may park on one side of street
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.

Please see attached document Downtown LA July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	60
Cube Trucks	4
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	15
Crew	50
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); walk and talk;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Private Parking Lot
Street : 723 E 2nd st

Crew Parking
Location Type : Private Parking Lot
Street : 723 E 2nd st

Posting "No Parking" signs B/S FREMONT AV.,TEMPLE ST - SOUTH 100'

Approximate Footage 0 - 300 **Log Number** 1004594

Date(s) 10/1/2009 to 10/1/2009 **Time(s)** 06:00 to 15:00

NOT A PERMIT

Permit #F00020517

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00020517
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title AD COUNCIL

Location Manager Sharon Herring
Primary Phone Mobile - 310-926-3700
Secondary Phone Office - 323-465-9494

Location Address W 3rd St & S Grand View St, Los Angeles, CA, 90057

Location Names

Location Type Intersection

Location Description

Film Dates 10/1/2009 - 10/1/2009 09:00 - 15:00

Open or Closed to the Public Open

Generic Conditions
Equipment vehicles may park on one side of street
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	60
Cube Trucks	4
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	15
Crew	50
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); walk and talk, bus drives up and away;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Private Parking Lot
Street : 723 E 2nd st

Crew Parking
Location Type : Private Parking Lot
Street : 723 E 2nd st

Posting "No Parking" signs
W/S GRAND AV.,2ND ST - 3RD ST
N/S 3RD ST.,GRAND AV - HOPE ST

Approximate Footage 601 - 900 **Log Number** 1004595

Date(s) 10/1/2009 to 10/1/2009 **Time(s)** 06:00 to 15:00

NOT A PERMIT

Permit #F00020517

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00020517
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title AD COUNCIL

Location Manager Sharon Herring
Primary Phone Mobile - 310-926-3700
Secondary Phone Office - 323-465-9494

Location Address W 1st St & N Hill St, Los Angeles, CA, 90012

Location Names

Location Type Intersection

Location Description

Prep Dates 9/30/2009 - 9/30/2009 10:00 - 12:00

Film Dates 10/1/2009 - 10/1/2009 10:00 - 14:00

Open or Closed to the Public Open

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.

Please see attached document Downtown LA July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	60
Cube Trucks	4
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	15
Crew	5
LA City UFSO assigned	24279
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); light prep date 9/30 with 4 persons only; Talent on steps and escalator of MTA Platform/Station;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Private Parking Lot
Street : 723 E 2nd st

Crew Parking
Location Type : Private Parking Lot
Street : 723 E 2nd st

Posting "No Parking" signs E/S HILL ST.,1ST ST - 2ND ST

Approximate Footage 901 - 1200 **Log Number** 1004596

Date(s) 10/1/2009 to 10/1/2009 **Time(s)** 06:00 to 15:00

NOT A PERMIT

Permit #F00020517

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1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00020517
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title AD COUNCIL

Location Manager Sharon Herring
Primary Phone Mobile - 310-926-3700
Secondary Phone Office - 323-465-9494

Location Address WERDIN PL, 4TH ST-WINSTON ST, LOS ANGELES, CA, 90014

Location Names

Location Type Alley

Location Description

Film Dates 10/1/2009 - 10/1/2009 14:00 - 20:00

Open or Closed to the Public Open

Generic Conditions
Community Survey Obtained
Equipment vehicles may park on one side of street
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document Downtown LA July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	60
Cube Trucks	4
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	15
Crew	50
FilmL.A. Monitor(s)	1
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); walk and talk;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Private Parking Lot
Street : 723 E 2nd st

Crew Parking
Location Type : Private Parking Lot
Street : 723 E 2nd st

Lane / Full Closure FULL CLOSURE WINSTON ST.,LOS ANGELES ST - WERDIN PL ALLEY

Approximate Footage 0 - 300

Date(s) 10/1/2009 to 10/1/2009 **Time(s)** 14:00 to 20:00

NOT A PERMIT

Permit #F00020517

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00020517
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title AD COUNCIL

Location Manager Sharon Herring
Primary Phone Mobile - 310-926-3700
Secondary Phone Office - 323-465-9494

Location Address 426 S Main St, Los Angeles, CA, 90013

Location Names

Location Type Restaurant

Location Description

Film Dates 10/1/2009 - 10/1/2009 13:00 - 20:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Required
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached documents
Main (closure) btw Main Alley HELLO.pdf
Downtown LA July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	60
Cube Trucks	4
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	15
Crew	50
FilmL.A. Monitor(s)	1
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Interior and exterior dialogue; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); walk and talk,talent in crosswalk, camera in closure;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILM LA MONITOR REQUIRED AT 12:00

Parking

Base Camp
Location Type : Private Parking Lot
Street : 723 E 2nd st

Crew Parking
Location Type : Private Parking Lot
Street : 723 E 2nd st

Lane / Full Closure FULL CLOSURE WINSTON ST MAIN ST - LOS ANGELES ST

Approximate Footage 0 - 300

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00020517	**Location Manager**	Sharon Herring
Production Company	HELLO & CO	Primary Phone	Mobile - 310-926-3700
Insured Company	HELLO & CO	Secondary Phone	Office - 323-465-9494
Production Title	AD COUNCIL		

Date(s) 10/1/2009 to 10/1/2009 **Time(s)** 13:00 to 20:00

NOT A PERMIT

Internal Revenue Service
P.O. Box 2508
Cincinnati, OH 45201

Department of the Treasury

AUG 0 3 2006

Date:

IRAQ AND AFGHANISTAN VETERANS
OF AMERICA INC
% YANNICK MARCHAL
770 BROADWAY FL 2
NEW YORK NY 10003-9522

Person to Contact:
Vaida Singleton
ID# 31-03018
Toll Free Telephone Number:
877-829-5500
Employer Identification Number:
20-1664531

Dear Sir or Madam:

This is in response to the amendments to your organization's Articles of Incorporation filed with the state on December 16, 2005. We have updated our records to reflect the name change as indicated above.

Our records indicate that a determination letter was issued in June 2005, that recognized you as exempt from Federal income tax. Our records further indicate that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,

Cindy Westcott

Cindy Westcott
Manager, Exempt Organizations
Determinations

NOT A PERMIT

New York State Department of Taxation and Finance

Exempt Organization Certificate

ST-119

(8/02)

The organization named below is exempt from payment of the New York State and local sales and use tax.

The number shown on this certificate must be entered on any Form ST-119.1, *Exempt Organization Exempt Purchase Certificate*, presented to a vendor. If this certificate is lost or destroyed, you may obtain a replacement by notifying the Exempt Organizations Unit.

This certificate will remain in effect unless it is revoked or canceled. Misuse of the authority granted under this certificate will result in the revocation of exempt status and subject the organization to substantial civil and criminal penalties.

ADVERTISING COUNCIL INC
815 SECOND AVENUE
NEW YORK, NY 10017

Certificate number
EX 100151
Date issued
June 01, 1971

This certificate may not be altered, changed, lent, or transferred to another organization or person.

NOT A PERMIT

Permit #F00020517

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Hello +co ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 9-30-09

Hello +co

Name of Principal

By: _____
Representative's Signature

SHARON SMITH-HEFFRON

Print Representative's Name

LOCATION MANAGER

Representative's title

1645 N. IVAR

LA 90038

Principal's Address

323 465 9494

Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NOT A PERMIT

SPECIAL FILMING CONDITIONS
THE ARTS DISTRICT

The Special Film Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this are is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit(s) will be issued for this area. The decision whether or not a particular permit(s) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

This is a mixed-use area that includes manufacturing facilities, warehouses, artists/artisans and residents. These Special Conditions apply to the area roughly between 1st Street and 7th Street and between Alameda Avenue and the LA River. Within the past ten years, this area has experienced an influx of permanent residents into what was predominantly a light to heavy manufacturing zone for over 75 years.

The motion picture industry has amicably co-existed with the businesses and residents of this area for decades and desires to continue to do so. These Conditions are designed to promote cooperation between film companies, local businesses and residents so that each group can effectively utilize this diverse area. Violation of any of the conditions as outlined below may result in permit revocation or other administrative action.

- Affected residents/merchants and businesses must be notified at least two days in advance of the first day of filming or the first day of any substantial set preparation for productions that:
  - Request parking restrictions on the following public streets: Traction Avenue, East 2nd Street (except Alameda Street to Garey Street), East 3rd Street, Vignes Street, Molino Street (Palmetto Street to 4th Street only)
  - Request a street closure
  - Involve any special effects, gunfire, audible playback, helicopter activity, or other disruptive activities
  - FilmL.A. or the production company shall consult a designated community representative when an applicant requests a permit with less than two days notice under the above circumstances
- Posting on more than one side of Traction Avenue, East 2nd Street (except Alameda to Garey), East 3rd Street (except Vignes to Santa Fe), Vignes Street, Molino from 4th Street to Palmetto, Hewitt from Palmetto to 4th Street, 4t Street from Colyton to Molino requires a notification to a designated person in the building where alternate parking is not provided. Posting on both sides of the above streets is allowed without signatures on Sundays.
- When "No Parking" signs are posted on both sides of Hewitt between 4th Street and Traction Avenue, Art Share (213-687-4278) and Bedlam (213-909-1512) must be notified.
- Posting for equipment and/or picture, other than the streets listed above, will be reviewed on a street by street basis and may not exceed 450 linear feet. Additional posting may be granted if there is a majority of support from affected residents/businesses/merchants, and indicated on the permit. After filming is completed, companies are requested, as a courtesy (only LADOT is to touch the posting signs), to turn all "No Parking" signs around so that they face the opposite direction.

NOT A PERMIT

- Companies must provide adequate detour and directional signage when street closures are in place, conforming as much as possible to current LADOT standards and practices. Detour routes must accommodate large, semi and tractor trailer trucks.

- The Arts District is home to many art gallery openings and live, local theater. When the following locations are directly impacted, notification is required if in conflict with a scheduled event at the Downtown Playhouse (929 E. 2nd Street 213-626-6909) and Art Share LA (801 E. 4th Place 213-687-4278).

- Productions filming near residential buildings after midnight or before 6:00am are required to notify designated representatives of the proposed activity. Contact information for building representatives will be made available on request from the community filming liaison (Jonathan Jerald 213-814-7164).

- Crew with walkie-talkies must wear headsets when filming after 12:00 am and before 6:00 am.

- Changeable Message Signs (CMS) will be required on the day(s) of filming activity that requires a full closure on the 1st, 4th and 6th Street Bridges. CalTrans/LADOT approved notification signs are sufficient and must be in place in advance of filming activity and must include the dates and times of closures.

- Cast/Crew are not permitted to park on the area streets. Off-street parking must be provided for personal vehicles.

- Generators are to be placed as far away from residential buildings as possible. Placement will be considered on a case-by-case basis.

- Production companies are required to completely remove all trash, food, cardboard boxes, etc. from the general vicinity at the end of each filming day. Production companies will be held responsible for the actions of the catering companies they employ to provide food for the cast and crew.

- Food should not be given directly to the homeless persons in the area. Production companies wishing to help the homeless should do so though one of the service providers in the downtown area.

- FilmL.A will monitor frequency and look for ways to mitigate the impacts of filming prior to placing a location off limits.

- Unless a signature survey is completed, the west side of Mateo Street between 4th Place and Palmetto Street must be kept clear of equipment, vehicles, condors and lights. This area, however, may be used for camera placement between the hours of 7:00 am and 10:00 pm only.

- When filming take place after 10:00 pm or before 7:00 am, generators are to be placed as far as possible away from residential buildings and lights are to be screened to avoid disturbing nearby residents.

- The Molino Loft buildings (500 and 530 Molino Street) and Marc Free should be notified (310-874-2652) for filming activity or parking restrictions along 4th Place between Molino and Mateo [the curve].

NOT A PERMIT

- Due to the mixed use nature of the neighborhood, productions wishing to utilize space along the west side of Santa Fe Ave. between 2nd and 3rd Streets and the north side of 3rd Street from Santa Fe Avenue to west 100 feet must obtain a signature from Valerie Mitchell or designated representative (213-687-3987).

- Frequent filming in the area of Vignes and 2nd Streets along with the high demand for parking in the area requires that posted "No Parking" on Vignes Street between 1st Street and 2nd Street shall be limited to no more than 200 feet, unless alternate parking or notification are provided to a designated representative from the building.

- The area near 3rd and Traction Avenue is home to many small businesses that have greatly helped to develop the area. In order to be sensitive to these businesses it is necessary for production companies to obtain signatures from the following businesses when there are filming activities or parking on the 700 block of 3rd Street between Traction Avenue and Hewitt Street: Zip Fusion- Jason Ha (744 E. 3rd Street, 213-680-3770); Lakich Studio-Lily Lakich (704 Traction Avenue, 213-620-8641); Ay Carrumba (714 Traction Avenue, 213-620-0274); Wurstkuche Sausage Grill- Joseph Petruzulli (800 E 3rd St, 213-667-4444); Blue Dahlia (738 E 3rd St, 213 613-0621)

- Outdoor food preparation using charcoal or gas grills must be at least 100 feet away from any residential building.

NOT A PERMIT

SPECIAL FILMING CONDITIONS
THE ARTS DISTRICT

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This is a mixed-use area that includes manufacturing facilities, warehouses, artists/artisans and residents. These Special Conditions apply to the area roughly between 1st Street and 7th Street and between Alameda Avenue and the LA River. Within the past ten years, this area has experienced an influx of permanent residents into what was predominantly a light to heavy manufacturing zone for over 75 years.

The motion picture industry has amicably co-existed with the businesses and residents of this area for decades and desires to continue to do so. These Conditions are designed to promote cooperation between film companies, local businesses and residents so that each group can effectively utilize this diverse area. Violation of any of the conditions as outlined below may result in permit revocation or other administrative action.

- Affected residents/merchants and businesses must be notified at least two days in advance of the first day of filming or the first day of any substantial set preparation for productions that:
  - Request parking restrictions on the following public streets: Traction Avenue, East 2nd Street (except Alameda Street to Garey Street), East 3rd Street, Vignes Street, Molino Street (Palmetto Street to 4th Street only)
  - Request a street closure
  - Involve any special effects, gunfire, audible playback, helicopter activity, or other disruptive activities
  - FilmL.A. or the production company shall consult a designated community representative when an applicant requests a permit with less than two days notice under the above circumstances
- Posting on more than one side of Traction Avenue, East 2nd Street (except Alameda to Garey), East 3rd Street (except Vignes to Santa Fe), Vignes Street, Molino from 4th Street to Palmetto, Hewitt from Palmetto to 4th Street, 4t Street from Colyton to Molino requires a notification to a designated person in the building where alternate parking is not provided. Posting on both sides of the above streets is allowed without signatures on Sundays.
- When "No Parking" signs are posted on both sides of Hewitt between 4th Street and Traction Avenue, Art Share (213-687-4278) and Bedlam (213-909-1512) must be notified.
- Posting for equipment and/or picture, other than the streets listed above, will be reviewed on a street by street basis and may not exceed 450 linear feet. Additional posting may be granted if there is a majority of support from affected residents/businesses/merchants, and indicated on the permit. After filming is completed, companies are requested, as a courtesy (only LADOT is to touch the posting signs), to turn all "No Parking" signs around so that they face the opposite direction.

NOT A PERMIT

- Companies must provide adequate detour and directional signage when street closures are in place, conforming as much as possible to current LADOT standards and practices. Detour routes must accommodate large, semi and tractor trailer trucks.

- The Arts District is home to many art gallery openings and live, local theater. When the following locations are directly impacted, notification is required if in conflict with a scheduled event at the Downtown Playhouse (929 E. 2nd Street 213-626-6909) and Art Share LA (801 E. 4th Place 213-687-4278).

- Productions filming near residential buildings after midnight or before 6:00am are required to notify designated representatives of the proposed activity. Contact information for building representatives will be made available on request from the community filming liaison (Jonathan Jerald 213-814-7164).

- Crew with walkie-talkies must wear headsets when filming after 12:00 am and before 6:00 am.

- Changeable Message Signs (CMS) will be required on the day(s) of filming activity that requires a full closure on the 1st, 4th and 6th Street Bridges. CalTrans/LADOT approved notification signs are sufficient and must be in place in advance of filming activity and must include the dates and times of closures.

- Cast/Crew are not permitted to park on the area streets. Off-street parking must be provided for personal vehicles.

- Generators are to be placed as far away from residential buildings as possible. Placement will be considered on a case-by-case basis.

- Production companies are required to completely remove all trash, food, cardboard boxes, etc. from the general vicinity at the end of each filming day. Production companies will be held responsible for the actions of the catering companies they employ to provide food for the cast and crew.

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- Outdoor food preparation using charcoal or gas grills must be at least 100 feet away from any residential building.

NOT A PERMIT

SPECIAL FILMING CONDITIONS
RESIDENTIAL/COMMERCIAL AREAS OF
DOWNTOWN METROPOLITAN LOS ANGELES

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The Downtown Los Angeles Central Business District is occupied by commercial/industrial businesses, as well as residential properties. There are also many popular hotels in the downtown area frequented by visitors taking advantage of our city's cultural, historical and recreational venues.

In order to better balance the concerns of business/commerce and provide for the residential aspects of this area of Los Angeles, FilmL.A. has developed the following Special Filming Conditions. Your cooperation in adhering to the Conditions will ensure the industry's continued access to these vitally important filming sites.

NOTE: THE FOLLOWING SPECIAL FILMING CONDITIONS DO NOT APPLY TO THOSE AREAS ZONED AS "LIGHT MANUFACTURING/PARKING" OR "HEAVY MANUFACTURING".

- **All filming activities (including parking of production equipment, cast/crew parking, catering, and preparation/strike) within 200 feet of any residential building (including hotels) are not permitted between the hours of 10 p.m. and 7 a.m. unless first approved by FilmL.A.** through the approved Filming Survey procedure and indicated on the permit.

- **Low level helicopter activity within ½ of a mile of residential buildings and taking place between the hours of 10:00 p.m. and 7:00 a.m. will not be allowed.**

- **All low-flying helicopter work in the vicinity of buildings, especially residential structures, requires the Federal Aviation Administration (FAA) reviewed and accepted plan of activities also to be filed with FilmL.A.**

- **Notification of the representatives of residents, merchants and businesses within 500 feet of all filming activities should be done 48 hours in advance of filming or substantial prep work, time permitting.** Additional notification beyond a distance of 500 feet may be required for permits requesting extraordinary filming activities, to be determined by FilmL.A.

- **Due to the congestion from normal commuter traffic, Intermittent Traffic Control (ITC) is generally not permitted on weekdays between the hours of 7:00 a.m. - 9:00 a.m. and 3:00 p.m. - 7:00 p.m.**

- **Production companies are required to completely remove all trash, food, cardboard boxes, etc.** from the general vicinity at the end of each filming day. Food should **NOT** be given directly to the homeless persons in the area; if a production company wishes to donate food, it

FilmL.A. Inc. NOT A PERMIT

should be delivered to missions or groups in the area which are designated and sanctioned to distribute food and other supplies to the homeless. Production companies will be held responsible for the actions of catering companies contracted to provide food for cast and crew.

- **All of the Special Conditions referenced herein apply to filming in or near the 2nd and 3rd Street tunnels.** All filming activities within the tunnels between the hours of 10:00 p.m. and 7:00 a.m. must be contained to areas at least 100 feet from tunnel openings, unless signature approval is obtained from affected residential buildings near the tunnel entrances, and indicated on the permit. The activities may not be audible beyond tunnel openings, and lighting may not illuminate or affect any nearby buildings.

In addition to the conditions referenced above, production companies must adhere to the following conditions when filming on Lower Grand Avenue between General Thaddeus Kosciusko (GTK) Way and 4th Street:

- **The walls of Lower Grand Avenue are private property** and may not be dressed, painted, or used in any way unless permission is granted by the representative of the affected property. The following are the names and phone numbers of the most affected building representatives:

o Museum of Contemporary Art (MOCA)	Cari Stafford	213.621.2766
o One California Plaza, (Maguire Properties)	Natalie Park	213.687.2284
o Two California Plaza, (Maguire Properties)	Natalie Park	213.687.2284
o Wells Fargo Center (Maguire Properties)	Holly Mattan	213.253.4297
o Omni Hotel	Dan Pietrowski	213.617.3300
o Museum Tower & Grande Promenade	Aaron Bazile	213.229.9777
o Angelus Plaza	Joan Marke	213.623.4352

- **Blocking of loading docks or parking garage entrances and exits is strictly prohibited.**

- **No special effects, including smoke, steam or fog may occur on Lower Grand Avenue** without first obtaining clearance from the appropriate building contacts and maintenance engineers. Contact must be made at least **48 hours prior** to the proposed effect(s) unless appropriate, prior notifications to designated property management representatives have been made.

- **Generators may not be placed on the enclosed portion of Lower Grand Avenue. Suggested areas for generator placement are:**

1. the curb lane of 4th Street at least 200 ft east of Lower Grand Avenue;
2. the curb lane of 4th Street west of Lower Grand Avenue beyond the left turn lane; or
3. the center of Lower Grand Avenue directly under the openings to Upper Grand Avenue.

- **Companies must obtain property contact approval prior to covering or removing any building signage** and must replace removed/covered signs with temporary signage similar to the originals. If directional or street signage is removed, the production company must provide **complete directional signage** in the surrounding area, with emphasis on alternate parking entrances and exits. **Street signs may only be removed with FilmL.A. approval.**

- **Any filming activities requested and approved with less than 48-hour notification may not interfere with other ongoing activities in the area.**

FILMING NOT APPROVED

SPECIAL FILMING CONDITIONS
RESIDENTIAL/COMMERCIAL AREAS OF
DOWNTOWN METROPOLITAN LOS ANGELES

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- **All filming activities (including parking of production equipment, cast/crew parking, catering, and preparation/strike) within 200 feet of any residential building (including hotels) are not permitted between the hours of 10 p.m. and 7 a.m. unless first approved by FilmL.A.** through the approved Filming Survey procedure and indicated on the permit.

- **Low level helicopter activity within ½ of a mile of residential buildings and taking place between the hours of 10:00 p.m. and 7:00 a.m. will not be allowed.**

- **All low-flying helicopter work in the vicinity of buildings, especially residential structures, requires the Federal Aviation Administration (FAA) reviewed and accepted plan of activities also to be filed with FilmL.A.**

- **Notification of the representatives of residents, merchants and businesses within 500 feet of all filming activities should be done 48 hours in advance of filming or substantial prep work, time permitting.** Additional notification beyond a distance of 500 feet may be required for permits requesting extraordinary filming activities, to be determined by FilmL.A.

- **Due to the congestion from normal commuter traffic, Intermittent Traffic Control (ITC) is generally not permitted on weekdays between the hours of 7:00 a.m. - 9:00 a.m. and 3:00 p.m. - 7:00 p.m.**

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- **All of the Special Conditions referenced herein apply to filming in or near the 2nd and 3rd Street tunnels.** All filming activities within the tunnels between the hours of 10:00 p.m. and 7:00 a.m. must be contained to areas at least 100 feet from tunnel openings, unless signature approval is obtained from affected residential buildings near the tunnel entrances, and indicated on the permit. The activities may not be audible beyond tunnel openings, and lighting may not illuminate or affect any nearby buildings.

In addition to the conditions referenced above, production companies must adhere to the following conditions when filming on Lower Grand Avenue between General Thaddeus Kosciusko (GTK) Way and 4th Street:

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- **Generators may not be placed on the enclosed portion of Lower Grand Avenue. Suggested areas for generator placement are:**

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2. the curb lane of 4th Street west of Lower Grand Avenue beyond the left turn lane; or
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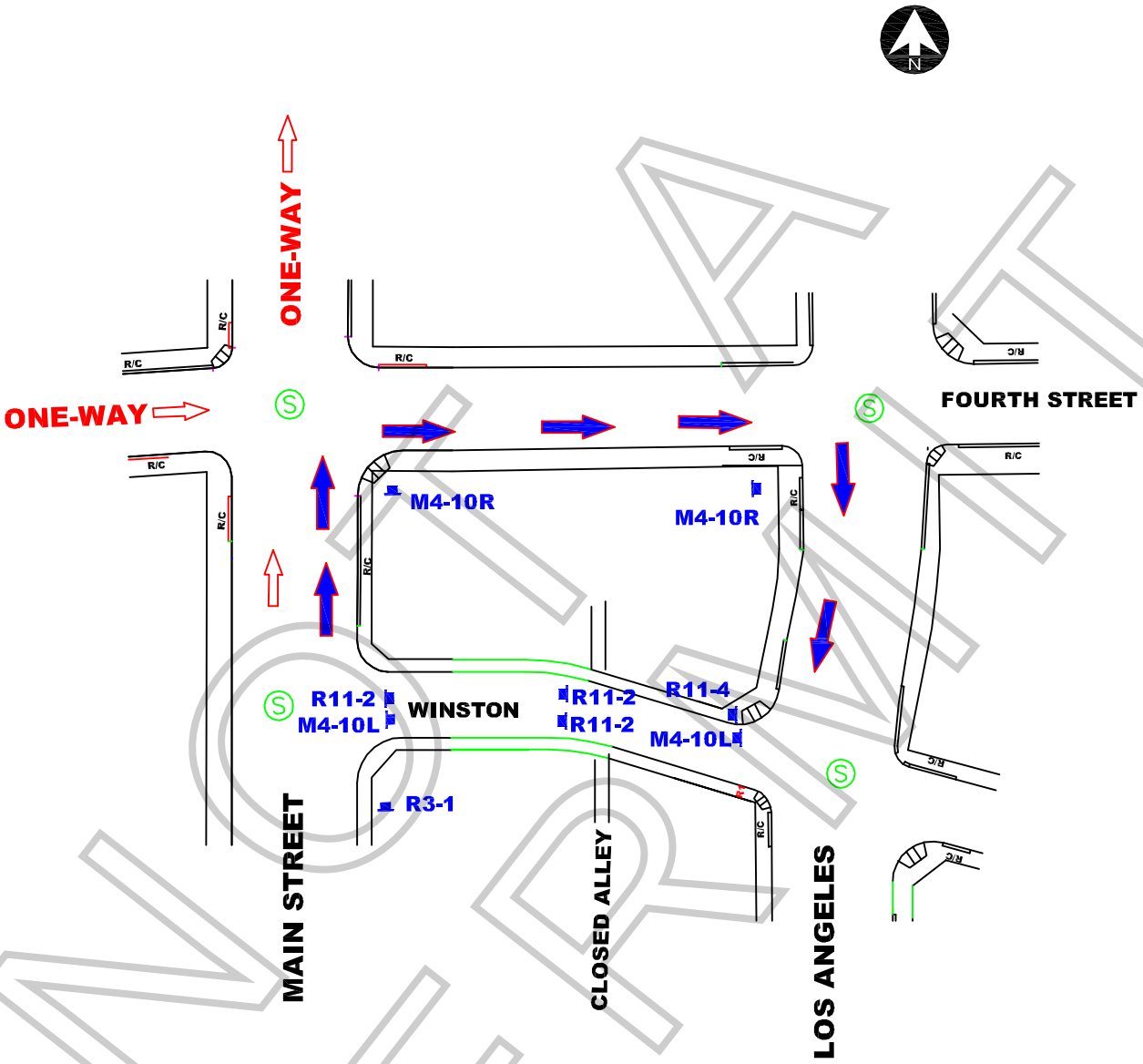
FILMING NOT APPROVED

Permit #E00020517

R3-1 | R3-2 | R11-4 | R11-2 | SC3 | M4-10(L) | M4-9(R) | W20-2 | W20-3

TRAFFIC CONTROL FOR:
HELLO
FILMING



ALL TRAFFIC CONTROL WILL BE INSTALLED AND CONFORM TO THE MUTCD AND WATCH MINIMUM REQUIREMENTS

WORK ZONE TRAFFIC CONTROL PLAN GENERAL NOTES

1. DATE/TIME: 10-1-09 FROM 13:00 HOURS TO 20:00 HOURS.
2. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE (CURRENT) STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA MUTCD, AND ANY ADDENDUMS THERETO, AND AS SHOWN ON THESE PLANS, SYMBOLS AND ABBREVIATIONS USED ARE SHOWN ON CALTRANS STANDARD PLANS A10A&B, A20A-D, AND A24A-E.
3. THERE WILL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
4. CONES WILL BE 28" MINIMUM HEIGHT AND HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
5. POLICE WILL DIRECT TRAFFIC IF NECESSARY.

JCL BARRICADE COMPANY.
2334 E. EIGHTH ST., CA 90021
Ph: (213) 622-9775
Fax: (213) 622-9790
CA Lic # 805357
TRAFFIC PLAN DRAWN BY:
ISMAEL RODRIGUEZ

PROJECT LOCATION:
WINSTON
MAIN TO ALLEY
CITY OF LOS ANGELES, CA

LOCATION CONTACT:
SHARON SMITH
MOBILE # 310.926.3700

REV#	DATE	REVISION DESCRIPTION

NOT A PERMIT

SPECIAL FILMING CONDITIONS
RESIDENTIAL/COMMERCIAL AREAS OF
DOWNTOWN METROPOLITAN LOS ANGELES

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Downtown Los Angeles Central Business District is occupied by commercial/industrial businesses, as well as residential properties. There are also many popular hotels in the downtown area frequented by visitors taking advantage of our city's cultural, historical and recreational venues.

In order to better balance the concerns of business/commerce and provide for the residential aspects of this area of Los Angeles, FilmL.A. has developed the following Special Filming Conditions. Your cooperation in adhering to the Conditions will ensure the industry's continued access to these vitally important filming sites.

NOTE: THE FOLLOWING SPECIAL FILMING CONDITIONS DO NOT APPLY TO THOSE AREAS ZONED AS "LIGHT MANUFACTURING/PARKING" OR "HEAVY MANUFACTURING".

- **All filming activities (including parking of production equipment, cast/crew parking, catering, and preparation/strike) within 200 feet of any residential building (including hotels) are not permitted between the hours of 10 p.m. and 7 a.m. unless first approved by FilmL.A.** through the approved Filming Survey procedure and indicated on the permit.

- **Low level helicopter activity within ½ of a mile of residential buildings and taking place between the hours of 10:00 p.m. and 7:00 a.m. will not be allowed.**

- **All low-flying helicopter work in the vicinity of buildings, especially residential structures, requires the Federal Aviation Administration (FAA) reviewed and accepted plan of activities also to be filed with FilmL.A.**

- **Notification of the representatives of residents, merchants and businesses within 500 feet of all filming activities should be done 48 hours in advance of filming or substantial prep work, time permitting.** Additional notification beyond a distance of 500 feet may be required for permits requesting extraordinary filming activities, to be determined by FilmL.A.

- **Due to the congestion from normal commuter traffic, Intermittent Traffic Control (ITC) is generally not permitted on weekdays between the hours of 7:00 a.m. - 9:00 a.m. and 3:00 p.m. - 7:00 p.m.**

- **Production companies are required to completely remove all trash, food, cardboard boxes, etc.** from the general vicinity at the end of each filming day. Food should **NOT** be given directly to the homeless persons in the area; if a production company wishes to donate food, it

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should be delivered to missions or groups in the area which are designated and sanctioned to distribute food and other supplies to the homeless. Production companies will be held responsible for the actions of catering companies contracted to provide food for cast and crew.

- **All of the Special Conditions referenced herein apply to filming in or near the 2nd and 3rd Street tunnels.** All filming activities within the tunnels between the hours of 10:00 p.m. and 7:00 a.m. must be contained to areas at least 100 feet from tunnel openings, unless signature approval is obtained from affected residential buildings near the tunnel entrances, and indicated on the permit. The activities may not be audible beyond tunnel openings, and lighting may not illuminate or affect any nearby buildings.

In addition to the conditions referenced above, production companies must adhere to the following conditions when filming on Lower Grand Avenue between General Thaddeus Kosciusko (GTK) Way and 4th Street:

- **The walls of Lower Grand Avenue are private property** and may not be dressed, painted, or used in any way unless permission is granted by the representative of the affected property. The following are the names and phone numbers of the most affected building representatives:

o Museum of Contemporary Art (MOCA)	Cari Stafford	213.621.2766
o One California Plaza, (Maguire Properties)	Natalie Park	213.687.2284
o Two California Plaza, (Maguire Properties)	Natalie Park	213.687.2284
o Wells Fargo Center (Maguire Properties)	Holly Mattan	213.253.4297
o Omni Hotel	Dan Pietrowski	213.617.3300
o Museum Tower & Grande Promenade	Aaron Bazile	213.229.9777
o Angelus Plaza	Joan Marke	213.623.4352

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